LEO BURNETT COMPANY, *Inc.*
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The cigarette holder.

We brought it up to date.

Today, it's on the tip of every Parliament.

It works like those cigarette holders of yesterday. With an outer shell. Tough enough to bite on.

And a filter—neatly tucked inside—away from your lips.

So you taste good, clean flavor. Not the filter.

The Parliament holder.

It works like the old kind . . . in a new kind of way.

It works like a cigarette holder works.

Kings: 16 mg "tar," 1.0 mg nicotine—
100's: 19 mg "tar," 1.2 mg nicotine av. per cigarette,
FTC Report Aug. '71

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